

SYSTEM FOR AND METHOD OF COMPUTER CONTROLLED MEDIA BUYING PROGRAM

ABSTRACT

The present invention includes a system and method for a computer automated and directed approach to coordinating, planning, purchasing and overseeing the purchase of media advertising campaigns. A media personnel interacts with the system which tracks and coordinates the media advertising campaign through stages. Once the media director initiates the campaign, the system and method determines the necessary step and generates a mobile agent to complete the next step in the process. Once the next step is completed, the present invention continues generating mobile agents to complete stages until the campaign is completed.